

Cambridge Beer Festival 2024

Sponsorship opportunities

Sponsoring the Cambridge Beer Festival will put your company in front of around 40,000 visitors. It will help us continue our work campaigning to protect pubs and promote real ale, cider and perry, and to keep prices down for our customers. This year marks 50 years since the festival first ran.

For further information or to make a booking, please contact us at sponsorship@cambridgebeerfestival.com. At this stage, exact deadlines and artwork specifications are still to be confirmed.

Banners

There are multiple positions throughout the festival to display your banner.

Position	Maximum dimensions	Number available	Price
Main marquee - hung from the roof	4m x 2m	2	£3,000
Food marquee (inside)	4m x 1m	2	£2,500
Food marquee (outside, facing the garden area)	4m x 1m	2	£2,500
Outside fence, facing the skate park	4m x 1m	1	£2,000
Outside fence, facing Jesus College	4m x 1m	2	£2,000
Stillage (above beer casks)	4m x 1m	Multiple; only available to pubs and breweries in our LocAle area	£0

Glasses

The majority of our customers purchase a glass to use at the festival. In previous years, 16,000 glasses were taken home after the event. Print your artwork on all our souvenir pint glasses. (Single colour, single position).

£25,000

Driver tokens

Designated drivers can claim soft drink vouchers to the value of their entrance fee. Sponsor these tokens (print run c.1000) and we'll print your company's name on them, and thank you on social media.

£2,500

Trade session

Promote your company to the guests at our dedicated trade session. On Monday, from 4–5pm, the festival is open solely to representatives of the brewing and pub trade. We usually welcome around 500 guests, and they receive complimentary entrance tickets and drinks tokens. Exclusive sponsorship of this session will see your company name and logo on these tickets and tokens. In addition, during the session you will have stand space available in the centre of the main marquee to promote your business.

£2,500

Posters

There are c.36 A4 advertising positions throughout our customer toilet facilities. Display your advert for the duration of the festival.

£1,000

Programme

Customers collect a programme, containing the crucial beer list, as they enter the festival. Exclusive sponsorship of this year's festival programme includes your display adverts in prime positions: first inside facing page, and outside back cover. This year the programme will include the beer list and a small amount of other festival content. We'll print c.17,000 full colour copies of this 16 page A5 booklet.

£4,000

Volunteer T-shirts

Sponsor the T-shirts worn by volunteers throughout the festival. Your business name and logo will appear on the reverse of c.500 T-shirts. Many volunteers continue to wear their T-shirts long after the festival has ended. (Single colour print; more colours available at cost).

£7,000

Create your own beer

Collaborate with one of our selected breweries to design, brew, and name your own beer, perhaps bearing the name of your company.

We will ensure your beer is accepted into this year's festival, and aim to place it prominently within our marquee.

£2,000, plus brewery fees

Exhibition stand

Take the personal approach and have your own exhibition stall or stand in our food tent (limited to one stand per day).

Available: Tuesday, Wednesday, Thursday, Friday, Saturday

£1,500 per day

Beer mats

The festival places beer mats on many of the bars in the main marquee. Supply beer mats for us to use exclusively on most of the main bars throughout the week.

£4,000

Steward clothing

Sponsor the yellow polo shirts worn by our stewarding team throughout the festival. Stewards ensure the safety of our customers throughout the festival site. Your business name and logo will appear on the front of 60 polo shirts, used at multiple Cambridge beer festivals.

Not available until 2026

Additional benefits

For the above opportunities over £2,200, sponsors are included on the suppliers and supporters list on our website and they'll receive six free entrance tickets. Sponsor for over £3,000 and we'll publish a post on our social media channels thanking you for your support.

All prices include VAT. Terms and conditions apply.